



STUDY SUMMARY

"USAGE AND APPRECIATION OF JAMBETTE'S O-ASIS EQUIPMENT"

Study commissioned by:
Jambette Playground Equipment

Study conducted by:
Organisme Respire, 2025

Study summary written by:
Jambette Playground Equipment

Director:
**Nathalie Boucher, Ph.D. in Urban Studies,
Executive Director and Researcher**

Research and writing:
Sarah-Maude Cossette, M.Sc. in Geography, Researcher

R.E_S.P.I.R.E. **Jambette**



Girls aged 12 to 17 are still underrepresented in public parks. They find few spaces adapted to their needs or their way of using the area. As a result, they feel less at home and visit them less often. With **O-Asis**, Jambette offers an innovative solution to give them their space back.

A practical approach for more inclusive and better shared parks.

THREE INNOVATIVE PRODUCTS!

Jambette's **O-Asis** product line includes three exclusive products:



The FriO Benches



The Suspended FriO



The PlatO



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Observe, Understand, Evaluate, Validate!

To verify the effectiveness of its approach, Jambette installed these three products in two parks in Montréal's Pointe-aux-Trembles neighbourhood (François-Vaillancourt Park and Richelieu Park). Jambette then commissioned the professionals at Organisme Respire to observe equipment usage and assess its target audience's appreciation.

Research Methodology

- 60 hours of observation, from June 6th to October 3rd, 2025, primarily between 1 p.m. and 9 p.m.
- 1,051 people mapped inside the parks
- 287 users observed, including 67 teenage girls who did not use the equipment
- 26 interviews, the majority with teenage girls



THEIR THOUGHTS ABOUT IT!

The professionals at Respire met with several users to better understand their perceptions, experiences, and appreciation of **O-Asis** equipment. All those interviewed live near these parks.

Here are some spontaneous statements gathered from teenage girls, the target audience for **O-Asis** products:

"It's so cool!"

"10 out of 10!"

"It's a great place to chill out!"

"It's my own little corner!"

"It's fun!"

Favourite activities:

"Sitting and relaxing."

"Chatting with friends."

"Laying down."

"Enjoying the view."

"Chilling out."

THE MOST APPRECIATED FEATURES

Comfort

The equipment is described first and foremost as comfortable:

"It's comfortable to sit on."

"You can get comfortable."

"It's better than sitting on swings."

Colours

The equipment's bright colours are appreciated and feel attractive and dynamic:

"Very pretty!"

"Flashy!"

"Green evokes nature."

Height

The PlatO platform and the FriO perched bench stand out in particular:

"It's like sitting in a tree."

"It's the perfect height."

"It's easy to climb."

"Just high enough to discourage children."

Shelter

The roofs are appreciated for their aesthetics, their role as shelters, and their contribution to playful activities:

"It's practical when it's raining."

"The translucent circle is beautiful."

"It's cool, it's like a window." (PlatO)

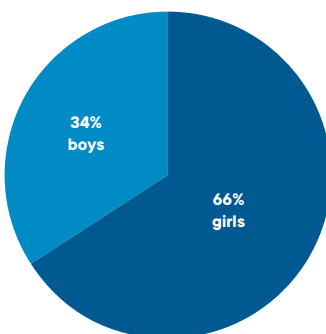
"Its height allows you to stand up in the seating area." (PlatO)

"Climbing on the roof is fun." (FriO)

In light of all the feedback gathered and the numerous positive comments received following the introduction of the **O-Asis** product line, which was designed with teenage girls in mind, Jambette is firmly convinced of the relevance of its approach, and contemplates expanding its range of equipment in order to give teenage girls a more prominent place in parks and public spaces.

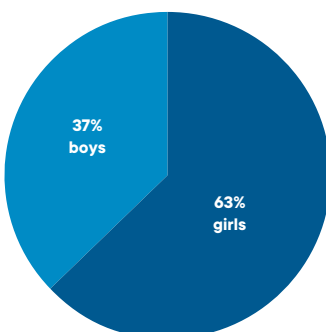
GENERAL USAGE OF O-ASIS PRODUCTS

(among 12–17 year olds)

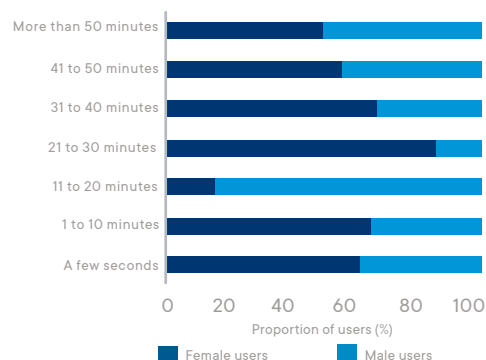


PLATO USAGE

(among 12–17 year olds)

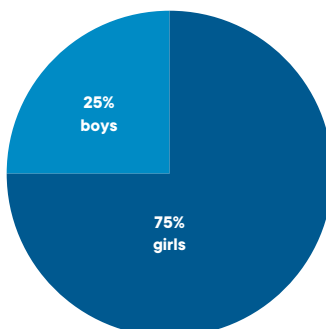


Usage time: girls vs. boys

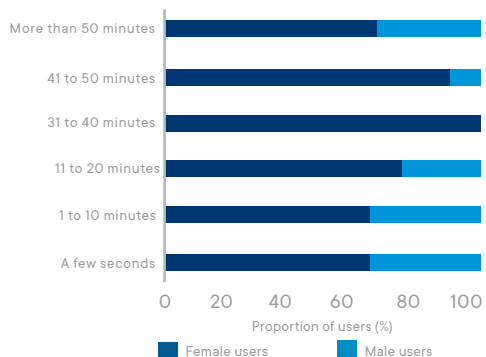


SUSPENDED FRIO USAGE

(among 12–17 year olds)

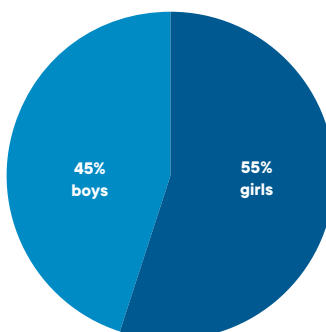


Usage time: girls vs. boys

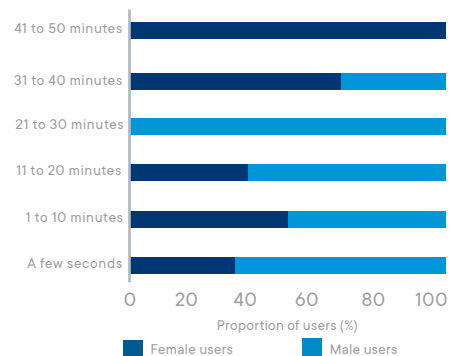


FRIO BENCH USAGE

(among 12–17 year olds)



Usage time: girls vs. boys



Jambette®

700, rue des Calfats
Lévis, Québec
G6Y 9E6
Canada
Phone: 418 837-8246
Toll-free: 1 877 363-2687
Fax: 418 837-2916
jambette.com